

ORDER



Orders
Order / Rev: 162963
Alt Order #: 06260751
Product Desc: AMERICANS FOR PROSPE
Estimate: 1812
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: Mentzer Media Services
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. #306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue/Americans for Prosperity
Demographic: A50+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	19	\$31,800.00	\$27,030.00
08/27/12	08/27/12	4	\$5,000.00	\$4,250.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	19	\$31,800.00	\$27,030.00	0.00
September 2012	4	\$5,000.00	\$4,250.00	0.00
Totals	23	\$36,800.00	\$31,280.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	30%	\$36,800.00
Market	100%	\$122,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	20%	\$24,533.33
WITI	23%	\$28,213.33
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	27%	\$33,120.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	08/22/12	08/24/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WTF--	:30	6	\$1,000.00	P-1	0.00	NM	6	\$6,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				6	\$1,000.00		0.00			
E 2	WDJT	08/22/12	08/26/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p --WT--S	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00

Advertiser:	Issue/Americans for Prosperity
Product Desc:	AMERICANS FOR PROSPE
Estimate:	1812

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	--WT--S		3			\$1,000.00		0.00				
E 3	WDJT	08/22/12	08/22/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p	--2----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	--2----		2			\$2,000.00		0.00				
E 4	WDJT	08/23/12	08/23/12	Th 9p - 10p Person of Interest	CM	Th 9p - 10p	---2---	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
PERSON OF INTEREST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	---2---		2			\$2,000.00		0.00				
E 5	WDJT	08/24/12	08/24/12	NFL Pre-Season Friday NFL Pre-Season Friday	SPRT	Various	----2--	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
NFL PRESEASON GAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	----2--		2			\$3,500.00		0.00				
E 6	WDJT	08/25/12	08/25/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----2-	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----2-		2			\$400.00		0.00				
E 7	WDJT	08/25/12	08/25/12	NFL Pre-Season Saturday NFL- Preason Saturday	SPRT	Various	-----2-	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
NFL PRESEASON GAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----2-		2			\$3,500.00		0.00				
E 8	WDJT	08/27/12	08/27/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	2-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	2-----		2			\$1,000.00		0.00				
E 9	WDJT	08/27/12	08/27/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
10PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	1-----		1			\$1,000.00		0.00				
E 10	WDJT	08/27/12	08/27/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p	1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
HAWAII 5-0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	1-----		1			\$2,000.00		0.00				
Totals													23	\$36,800.00	